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| **LEVEL** | **KNOWLEDGE AND UNDERSTANDING** | **USE OF EVIDENCE** | **COMMUNICATION OF IDEAS** |
| **7** | 7: Student displays a very high level of knowledge and understanding of the topic. They are able to provide detailed analysis and draw accurate conclusions. | 7: Student provides a wide range of evidence to counter-argue all 5 arguments and demonstrate detailed knowledge of the topic. | 7: Student uses a range of techniques to engage their audience and effectively communicates their message. They are able to effectively use audience guilt, short, sharp sentences, thought-provoking images, clusters of 3, rhetorical questions, and use of repetition. |
| **6** | 6: Student displays a high level of knowledge and understanding of the topic. They are able to provide detailed analysis and draw accurate conclusions. | 6: Student provides a range of evidence to counter-argue all 5 arguments and demonstrate good knowledge of the topic. | 6: Student uses a range of techniques to engage their audience and effectively communicates their message. They are able to use some audience guilt, short, sharp sentences, thought-provoking images, clusters of 3, rhetorical questions, and use of repetition. |
| **5** | 5: Student displays a good level of knowledge and understanding of the topic. They are able to provide some analysis and draw some accurate conclusions. | 5: Student provides some evidence to counter-argue all 5 arguments and demonstrate good knowledge of the topic. | 5: Student uses some techniques to engage their audience and effectively communicates their message. They are able to use some audience guilt, short, sharp sentences, thought-provoking images, clusters of 3, rhetorical questions, and use of repetition. |
| **4** | 4: Student displays a fair level of knowledge and understanding of the topic. They are able to provide some analysis and draw some accurate conclusions. | 4: Student provides some evidence to counter-argue all 5 arguments and demonstrate good knowledge of the topic. | 4: Student uses some techniques to engage their audience and communicates their message. They are able to use some audience guilt, short, sharp sentences, thought-provoking images, clusters of 3, rhetorical questions, and use of repetition. |
| **3** | 3: Student displays a limited level of knowledge and understanding of the topic. They are able to provide limited analysis and draw some limited conclusions. | 3: Student provides limited evidence to counter-argue all 5 arguments and demonstrate limited knowledge of the topic. | 3: Student uses limited techniques to engage their audience and communicates their message. They are able to use limited audience guilt, short, sharp sentences, thought-provoking images, clusters of 3, rhetorical questions, and use of repetition. |
| **2** | 2: Student displays a minimal level of knowledge and understanding of the topic. They are able to provide minimal analysis and draw some limited conclusions. | 2: Student provides limited evidence to counter-argue all 5 arguments and demonstrate limited knowledge of the topic. | 2: Student uses limited techniques to engage their audience and communicates their message. They are able to use limited audience guilt, short, sharp sentences, thought-provoking images, clusters of 3, rhetorical questions, and use of repetition. |
| **1** | 1: Student displays no knowledge and understanding of the topic. They are unable to provide any analysis and draw any conclusions. | 1: Student provides no evidence to counter-argue all 5 arguments and demonstrate limited knowledge of the topic. | 1: Student is unable to engage their audience and communicate their message. They are unable to use any audience guilt, short, sharp sentences, thought-provoking images, clusters of 3, rhetorical questions, and use of repetition. |